

## Amdocs Engage! Interactive Event Introduces Innovative Solutions



Participants used 8Hands as their interface to FaceBook, Twitter and multiple emails.

**Amdocs Engage!** recently held a special interactive evening in Jerusalem. The event gave participants the opportunity for a hands-on experience of new innovative solutions and technologies as they role-played situations, such as registering a customer visiting a service provider's store, or a mobile user communicating with all his social communities from one interface.

Amdocs Engage! is part of the Amdocs Open Innovation program and is a global business development program nurturing joint business opportunities between Amdocs, young promising start-up companies, and leading service providers. Amdocs Open Innovation collaborates with startup companies to explore new strategic directions for Amdocs, and positions Amdocs as a leading partner of choice in new areas beyond Amdocs' core business. By partnering with promising startup companies and bringing together new, joint solutions and technologies to the market, Amdocs Open Innovation **opens up a new world of business opportunities**, and brings the most relevant innovations to our customers' doorstep.

At the event, the participants got to sample solutions that can help service providers grow future revenues, achieve better customer experience, reach competitive advantage and reduce costs. The audience was divided into small teams and received handsets pre-loaded with mobile applications and bookmarks. The teams traveled with the handsets between the different partner stations, experiencing the unique service that each one of them provides:

The teams were registered and directed to all partners' stations by [Onomy](#) that managed and

controlled the event's activities and promotions on six large screens.

- At [Pontis](#) () they experienced the process of creating a unique targeted campaign, based on end-user's specific behavior.
- The teams bought drinks with [Trivnet](#) () using their handset as m-Wallet.
- With [MyFrame](#) () they broadcasted in real time, short videos to other handsets and the web.
- At [Vringo](#) they experienced the creation of their own ring-videos, and used them while they made and received calls.
- For social communication, the teams used [8Hands](#) as their only interface to receive and send messages, to and from different social networks (e.g. FaceBook, Twitter) and multiple emails.

These solutions are only a sample of the Amdocs Open Innovation comprehensive portfolio, which contains products and solutions in many domains such as marketing, retail, social communication, entertainment and support.

### **About Amdocs Open Innovation**

Amdocs Open Innovation makes it easy for service providers to offer leading and exciting services to their subscribers with confidence. The comprehensive portfolio includes solutions that support the increasingly connected lifestyle of the end-users and enables the service provider to monetize the multi-interaction channels.

Amdocs Open Innovation is headed by **Arial Efrati** and consists of three programs:

- **Amdocs Engage!** – A customer-facing business development program to promote business opportunities between Amdocs, service providers and startup companies. **Amdocs Ascend!** – A partnership program focused on creating new solutions by combining external innovation with Amdocs products and services aligned with Amdocs CES (customer experience systems) strategy and portfolio.
- **Amdocs Venture** – An investment program for carefully selected startups that are aligned with Amdocs' strategic direction.



The participants were registered and directed to partners' stations by Qnomy – a Point Of Sale management system, that managed and monitored the event activities and promotions on six big screens.



The participants bought drinks with Mobile Money, using Trivnet m-Wallet. A solution that can be used for money transfer and all other banking services as well.



**With MyFrame – a video broadcasting solution, the participants created and broadcasted in real time, short videos to multiple handset and Web sites.**



**At Pontis – a solution for building targeted marketing campaigns, they participants experienced the process of creating a unique targeted campaign, based on end-user's specific behavior.**



**At Vringo – a Video ring-tone solution, the participants created their own ring-videos, and used them while they made and received calls.**



**The event was closed with an interactive presentation on Amdocs Open Innovation concepts by Ariel Efrati, who is heading the program.**